

# Plan Palos Verdes Research Center

A multi-million dollar science and research park in university-like surroundings to be developed in the Radar Hill area of the Palos Verdes Peninsula was envisioned in a zoning application filed last week by the owner of the property, Great Lakes Carbon Corporation.

To be known as Palos Verdes Research Park, the proposed new science center would be located on 410 acres of gently rolling plateau lying northwest of the intersection of Crenshaw and Crest Roads and extending to Hawthorne blvd. on the Peninsula.

Most of the area is presently zoned to permit diatomaceous earth quarrying, but the corporation has moved to upgrade this zoning by filing for the new Zone SR-D (Scientific Research and Development) recently adopted by Los Angeles County.

The new zoning would prohibit both quarrying and industrial production in the area and would limit activities to those concerned with basic and applied research and development. It would also establish necessary architectural and landscaping standards to assure compatibility with the residential environment of the Peninsula.

When the new SR-D Zoning is approved for the area, the property will be transferred from Great Lakes Carbon Corporation to Great Lakes Properties, Inc., a wholly owned subsidiary which will implement development plans and provide long-term administrative control of the Research Park, according to the announcement.

### TO LEASE SITES

Building sites in Palos Verdes Research Park would be offered for sale or lease to progressive firms seeking to establish their research facilities in a carefully planned university-like atmosphere in which scientists can work and function most effectively.

The proposed park would thus fill an urgent need created by the nation's accelerating activity in scientific research and would contribute to the leadership of the Los Angeles area in the development of science and technology.

Important benefits would also be realized by property owners on the Palos Verdes Peninsula, it was pointed out by D. L. Marlett, Vice President of Great Lakes Carbon Corporation, and O. Hanson, General Manager of Great Lakes Properties, who announced plans for the new park project.

Studies indicate that complete development of Palos Verdes Research Park would involve capital improvements of at least 40 to 50 million dollars, by organizations purchasing or leasing sections of the park. Such improvements would yield increased property tax revenues to the community.

Alternative plans to develop the site as a diatomaceous earth quarry and residential area would produce only a fraction as much potential tax revenue as would the Research Park, it was estimated. Furthermore, in contrast to a residential development, the Research Park would impose only nominal community service requirements.

Completion of the proposed park would be expected to require several years. However, orderly development would be guided by a nation-wide study recently conducted by Stanford Research Institute to determine the essential requirements and planning factors for establishing a research park in Palos Verdes.

In addition, the firm of Victor Gruen & Associates, architects and community planners, has been retained to prepare land use designs incorporating the basic planning considerations set forth in the Stanford Research Institute report.

In announcing the proposed Palos Verdes Research Park, Marlett listed the following major conclusions of the Stanford Research Institute study:

"1. The proposed Palos Verdes Research Park will attract firms employing personnel with above average incomes and abilities. The demand thus created will encourage the highest type of residential development on the balance of the Peninsula.

"2. Development of the park will have a favorable effect on property values, produce needed supporting tax revenues, and assure the healthy economic development of the future community. The Park will add prestige to the entire Palos Verdes area.

"3. The proposed location of Palos Verdes Research Park is ideal from the standpoint of future occupants since it is in the heart of a new and growing residential area, and is strategically situated within the greater Los Angeles metropolitan area.

"4. In order to be successful and beneficial to both the Palos Verdes community and firms investing in it, the park must be developed and maintained under sound and effective control by zoning and protective covenants."

Restrictions and covenants applying to development of individual sites in the park will include minimum lot area, lot

width and building coverage, street and property line setbacks, location of off-street parking, building heights and landscaping.

All manufacturing will be prohibited except for the development of prototypes, and strict controls will be established to avoid nuisances such as noise, vibration, odors and smoke.

The basic layout of the Research Park has been established to insure adequate roads and paved off-street parking areas. Roads within the park are planned to discourage through traffic, yet will connect conveniently with main thoroughfares. The entire park will be surrounded by an attractively landscaped green belt.

To assure maintenance of an open, campus-like atmosphere within the park, research buildings will be permitted to occupy a maximum of 35 per cent of the available lot area. In addition to facilities erected by individual firms, provision will also

be made to accommodate various common service facilities such as restaurants, auditorium and lecture rooms and recreational areas with the Research Park itself.

Sites of varying sizes ranging from two to 100 or more acres will be offered in order to accommodate both large and small organizations.

Offices of Great Lakes Properties, Inc. are now established at 2 Portuguese Bend Road in Rolling Hills.

### McCarthy Co. Sales Volume Rises 10%

The McCarthy Company sales volume for 1957 for the Lomita branch office is \$996,378, according to E. Avery McCarthy, president.

Total number of homes sold in the Torrance, Lomita and San Pedro area was 68, a 10 per cent increase over the office located at 1872 Pacific Coast Highway in Lomita.

Sales volume for the McCarthy Company's 17 branch offices throughout Southern California reached \$21 million this year.

The Company has earned approximately \$120 million since



THE VERMONT MORTGAGE COMPANY just completed an expansion program which added 1000 square ft. to the building located at 14135 S. Vermont ave., in Gardena. At the present address for 10 years, they have satisfied many lenders and borrowers on first and second trust deeds and investments, and have

placed over a quarter million dollars in loans in the past few years. The firm which was pioneered by Ted Apple, employs 14 people. Shown here from left to right are Maurice Carriere, Hank Carriere, Arnold Chariton and Ted Apple. —Press Photo

1892 when their first office opened, and has sold 7800 homes from San Francisco to San Diego in the past 65 years.

**DOG DISAPPEAR?** Let a Lost Ad bring your pet back. Dial FA 8-2345. For an ad-writer. Say "Charge it."

**GET THERE SAFER, SURER.** In a dependable car. For real bargains see the Want Ads TODAY.

**YOU'RE CORDIALLY INVITED** to shop the Classified ads for whatever you need. Bargains galore!

**FLAG THE FINDER** with a Lost Ad! To recover a key, pocketbook, raincoat, anything, call FA 8-2345.

# PHOOEY!



**AND** I'll say it again. PHOOEY! Not a very ladylike expression, but that's exactly the way I feel about Mom dragging me off on one of those long-distance bargain hunts. I know from experience that I'm going to have one of my "fussy days" again. And while Mom is sweet and good-natured right now, just wait till we get home. After threading through the traffic jungles of the big city . . . paying for parking . . . pushing into jammed-up stores . . . waiting around for service . . . and then the long ride home again . . . well, she and I will both be a couple of nervous wrecks before we get home in time to toss together some kind of a dinner for Dad.

Dad has argued with her about these big-city shopping trips. He says he sees no saving in the prices, and he does see a big increase in the gasoline and car repair bills. And when we shop here in our own community, we're dealing with merchants who give us personal attention and extra services we never get from the strangers in those far-away stores.

As far as savings are concerned, in 9 cases out of 10 Mom could get exactly what she wanted — *at the same price or lower* — right here from our local stores. And she would be dealing with the businessmen who support our schools, parks, and civic organizations.

(Sponsored by Property Owners Association of Downtown Torrance)